|  |  |
| --- | --- |
| Contract Title: | Black Barbershop Mental Wellbeing Support Programme |
| Contract Reference: | BMWS1224 |
| Date/Time for Quotation Return: | Tuesday 21st January (21/01/2025)  12pm Noon |
| Address for Quotation Return: | [Florence.hobbs@birmingham.gov.uk](mailto:Florence.hobbs@birmingham.gov.uk)  [Mentalwellbeing@birmingham.gov.uk](mailto:Mentalwellbeing@birmingham.gov.uk) |

**Part 1 - REQUIREMENTS**

1. **Instructions for Submitting Quotations**

You are invited to submit a quotation for the Black Barbershop Mental Wellbeing Support Programme as detailed in Section 1.3 in accordance with Birmingham City Council's Standard Quotation Terms and Conditions – Aug 2023.

Quotation suppliers are advised to ensure that they are fully familiar with the nature and extent of the contract. It is the responsibility of the quotation supplier to obtain for themselves, at their own expense, all information necessary for the preparation of their quotation.

Quotations must be submitted for the entire requirement as detailed in 1.3 below, otherwise they may be rejected. No quotation shall be considered unless it is submitted in accordance with the requirements described in these instructions and no quotation received after the closing date shall be accepted or considered.

Quotation suppliers’ responses and information MUST be submitted as part of the quotation response. Failure to provide such information may result in the submission being rejected.

The Council may at its own absolute discretion extend the closing date and time specified for the receipt of quotations or invite variations to the terms of the contract.

Suppliers are asked to demonstrate that the services offered comply fully with Section 1.3 of this document. This will be evaluated on a Pass / Fail basis. Only suppliers which pass this quality will have their price evaluated for consideration. The Council will then evaluate this Quotation based on the lowest price.

Note that all pricing will be fixed for the duration of the agreement. No costs, other than those included in Section 5 will be allowed. Volumes provided are indicative.

All prices shall in all cases be exclusive of VAT, which will be applied in accordance with legislation. Discounts, trade allowances of any kind must be shown separately.

Birmingham City Council does not bind itself to accept the lowest or any quotation.

Suppliers should be aware that, should they be awarded a Contract, the content of the Contract may be published by the Council to the general public in line with transparency requirements.

Before publishing any information, the Council will consult with the supplier on any potential exemptions that may be applicable. The Supplier should note that the final decision on what information is published will rest will the Council.

* 1. **Indicative Timetable:**

|  |  |
| --- | --- |
| **Stages following quotation submission** | **Date** |
| Evaluation period | 28/01/2025 |
| Anticipated award date | 03/02/2025 |
| Anticipated start date for services | 10/02/2025 |
| Contract Completion Date (In accordance with 1.4 of the Contract Conditions) | 10/02/2026 |

1. **Specification**
   1. **Background**

1 in 4 people in the UK experience a mental health problem of some kind each year.[[1]](#footnote-1) One in six people report experiencing a common mental health problem for example anxiety or depression, in any given week in England.[[2]](#footnote-2) In Birmingham the estimated prevalence of common mental disorders in people aged 16 years and over in 2017 was 21.1%, 4% above England.[[3]](#footnote-3) Suicide is the biggest cause of death in men under the age of 50 and around three quarters of deaths from suicides each year are in men.[[4]](#footnote-4) UK reported that two in five men (43%) admitted to regularly feeling worried or low.[[5]](#footnote-5)

Reported levels of common mental health problems such as anxiety or depression are lower in men at 13.1%, however this is thought to be an underrepresentation as men may not seek support due to perceived stigma. In 2016, a survey by The Bluebeard Revenge and The Lions Barber Collective found that British men often find it difficult to talk openly about their mental health, preferring to confide in their barbers rather than health professionals.[[6]](#footnote-6)

Mental health and health remains a key issue in the Black-ethnic community. According to the Mental Health Needs Assessment,7 compared to the White British counterparts, Black-ethnic groups living in Birmingham reported slightly lower scores of mental wellbeing indicators such as happiness, life satisfaction and worthwhileness. Rates of those with a common mental disorder were similar between White British and Black-ethnic groups, but Black-ethnic groups had a much higher rate of those detained under the Mental Health Act. This suggests a need to support the mental health and wellbeing needs of Black-ethnic populations earlier. The proposed project seeks to find out how Black barbers currently support mental health and wellbeing while also exploring if they would like to receive training to improve their knowledge of mental health and mental health services to share with their clients.

Nationally, barbers have been seen to be an effective way to explore and support the mental health of Black men. A summary of these can be found below:

* Bexley – barbers have been trained to have mental health discussions with their clients: recognise, support, ask and listen.[[7]](#footnote-7)
* Sheffield – a support group of Black men has been created in Sheffield, offering seminar presentations and development of a podcast.[[8]](#footnote-8)
* Islington- as part of their Young Black Men and Mental Health project, the programme aims to deconstruct barriers to mental health support and create safe pathways into community mental health services and their Elevate Innovation Hub.[[9]](#footnote-9)

BCC Public Health are looking to add to the growing evidence base of community-based mental health support in non-traditional settings through implementing the Black Barber Mental Wellbeing Support Program.

* 1. **Project Summary**

The Black Barbers Mental Wellbeing Support Program is a targeted health intervention designed to reduce mental health and wellbeing disparities among Black men in Birmingham. Leveraging the trusted relationships between Black barbers and their clients, the program aims to create supportive environments within barbershops to facilitate mental health and wellbeing conversations, reduce stigma, and enhance access to professional mental health and wellbeing services. The project unfolds in two stages:

* **Stage 1:** Recruitment, engagement, and feasibility assessment of Black barbers and their clients.
* **Stage 2:** Providing support for Black barbers to have mental health and wellbeing conversations with their clients, including the potential for training.

BCC Public Health are looking for a provider for Stage 1 to establish a foundation for sustainable mental health and wellbeing support within the Black community in Birmingham. The selected provider must investigate the current methods by which Back barbers, and their clients support mental health and wellbeing. The provider will also explore how Black barbers would like to receive support to improve their knowledge of mental health, and mental health services to share with their clients and wider networks. This will encompass engagement, training, network establishment, and the creation of supportive resources to facilitate mental health and wellbeing support within barbershops.

* 1. **Aims and objectives**

The program aims to harness the influential role of Black barbers in their communities to foster positive mental wellbeing among themselves and their clients. By equipping barbers with the necessary skills and resources, the program seeks to create a sustainable support system that encourages open mental health and wellbeing dialogues and facilitates access to professional services.

**Objectives**

1. **Increase Mental Health and Wellbeing Awareness**: Equip Black barbers with mental health awareness and effective communication skills to support mental wellbeing conversations. Whilst also considered the mental health and wellbeing needs of Black Barbers who have these conversations.
2. **Foster Community Engagement:** Develop a safe and trusted space for mental health and wellbeing discussions between Black men and their barbers.
3. **Reduce Mental Health Stigma**: Normalise mental health and wellbeing conversations within Black communities by utilising culturally trusted settings like barbershops.
4. **Strengthen Access to Mental Health Services**: Enhance Black men's ability to seek professional help by providing information and guidance on local mental health services (such as community connectors)
5. **Cultural Humility and awareness**: Enhance cultural humility and awareness of culturally appropriate training, resources and support.
   1. **Target population**

The project focuses on Black barbers and their clients in Birmingham, particularly targeting areas with high levels of socioeconomic deprivation. See below for the targeted reach of Phase 1:

Black Barbers:

* **Quantity**: Minimum of 10 barbers to be engaged with programme
* **Diversity**: From at least 5 different barbershops across the city.
* **Location**: Minimum of 50% situated in areas within the top 2 deciles of the Index of Multiple Deprivation (IMD). [Deprivation (IMD, IDACI, IDAOPI) - Birmingham Wards — Birmingham City Observatory](https://www.cityobservatory.birmingham.gov.uk/explore/dataset/deprivation-imd-idaci-idaopi-birmingham-wards/information/?disjunctive.ward_code&disjunctive.ward_name&disjunctive.imd_2019_decile_where_1_is_10_most_deprived_nationally)

Black Men (Clients):

* **Quantity**: Minimum of 30 clients per participating barbershop, across a variety of targeted locations in Birmingham
* **Focus**: Developing baseline understanding of mental wellbeing needs, perceptions of barbershops as supportive spaces, and barriers to seeking professional help.
  1. **Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Activity** | **Output** | **Comments** |
| **PM1** | Increased Engagement and rapport building | Engage Black Barbers and Black Men (clients) across a variety of targeted locations in Birmingham as outlined in Section 2.4 above. | The provider should strive to engage and build trusting relationships with a number of Black barbershops, Black barbers and clients across Birmingham, particularly targeting areas with high levels of socioeconomic deprivation. |
| **PM2** | Data Collection | Carry out data collection to inform the needs assessment and the feasibility report. The provider must conduct interviews and surveys to understand mental health and wellbeing in Barbershops, and the perspectives of Black Barbers and clients. | A range of qualitative and quantitative research methods are required to gather in-depth information to understand need and feasibility |
| **PM3** | Final Report | Produce a final report to include   1. **Needs Assessment -** to include comprehensive documentation of the need for mental health and wellbeing support for barbers and clients. 2. **Feasibility assessment -** to provide insights into the potential for a formal barber network. | The Needs Assessment must cover:   1. Current mental health and wellbeing support practices within barbershops 2. Identification of barbers training needs 3. Identification of client expectations, understanding and needs.   The Feasibility Assessment must include:   1. Barriers 2. Facilitators 3. Recommendations to allow the successful set up and running of a network. |
| **PM4** | Video or similar documentation | Capture the real-life perspectives on the role of barbers in mental health support through a compelling video or similar documentation. | Creation of a video, animation or other creative documentation to capture the role of barbers in providing mental health and wellbeing support and signposting. |

* 1. **Indicative timeline**

Please see below for an indicative timeline of the activities involved in Stage 1.

|  |  |  |
| --- | --- | --- |
| **Step** | **Duration** | **Timeline** |
| **Outreach & Recruitment -** Identify and engage barbers | 2 months | February 2025 |
| **Data Collection -** Conduct interviews and surveys | 1 month | April 2025 |
| **Needs Assessment -** Analyse data and assess needs | 2 weeks | May 2025 |
| **Feasibility Assessment -** Evaluate network potential | 2 weeks | June 2025 |
| **Video Documentation -** Produce and finalise video | 2 weeks | July 2025 |
| **Report Compilation -** Develop Needs and Feasibility Reports | 2 weeks | July 2025 |

* 1. **How to apply**

Please submit your completed proposal to the contact details listed below no later than noon on the 21/01/2025**.**

Please send the application through to [**mentalwellbeing@birmingham.gov.uk**](mailto:mentalwellbeing@birmingham.gov.uk) and **Florence.Hobbs@birmingham.gov.uk**.

If you have not received acknowledgement of your application within 3 working days, please contact the email address listed above.

You are required to detail how you intend to deliver the above requirements in your proposal and quote below.

**Real Living Wage (RLW)** – Please note that clause 4.6 of the Conditions of Contract - payment of the RLW will apply throughout the contract period. This will require employees of the supplier engaged on this contract to be paid the RLW.

**Birmingham Business Charter for Social Responsibility**

Clause 4.7 of the conditions of contract applies to this contract only in so much as to apply the RLW as above.

* 1. **Insurances Required**

|  |  |
| --- | --- |
| **Public Liability Insurance** | Minimum Cover: [**£5,000,000]** for each and every incident |
| **Professional Indemnity Insurance** | Minimum Cover [**£1,000,000]** for each and every incident |
| **Employers’ Liability Insurance** | Minimum statutory limit as laid down by legislation |

* 1. **Electronic Tendering**
     1. Quotations may be submitted by email to the following authorised recipient email address: **[Florence.Hobbs@birmingham.gov.uk and mentalwellbeing@birmingham.gov.uk**] and submission by any other means will not be considered. Access to the Quotations will only be made available to those employees of the Council who are responsible for the procurement process.

**Communications and Clarifications**

* + 1. All formal communications (including, but not limited to, clarifications and the submission of Quotations to the Council) are to be made by email to the above-named authorised recipient.
    2. If a potential supplier is in doubt as to the interpretation of any part of this document; or if they consider that any of its requirements are ambiguous or conflict with any other requirements, they should contact the Council.
    3. This clarification phase is as detailed in the indicative ITT timetable.If the Council considers any question or request for clarification to be of material significance, both the clarification questions and the response will be circulated in a suitably anonymous form to all potential suppliers who have expressed an interest in this procurement opportunity.
    4. The Council is under no obligation to consider any clarifications or proposals for amendment of the Contract received following the expiry of the clarification deadline. Any caveats, clarifications or proposed amendments that are received from a supplier as part of its Quotation response shall entitle the Council to reject that Quotation response and to disqualify that potential supplier from this Procurement Process.
    5. Note that under no circumstances should other Council Officers be contacted directly. No verbal queries or clarifications are permissible.

**Submission Instructions**

* + 1. The table included in ***Appendix 1 - Checklist*** has been prepared in order to further support suppliers in submitting whole and compliant submissions. Please use this checklist to ensure that all relevant Appendices and information have been completed. It should be noted that ***Appendix 1 - Checklist*** must be returned with your submission.
    2. You are asked to note that whilst the authorised recipient does have visibility of the names of the suppliers, that have responded via email, the details and documents that have been submitted in relation to the ITT are not opened until the closing date/time for submission of quotations has passed.
    3. Prior to the commencement of evaluations, the Council will complete an initial due diligence check to ensure that all submissions have been returned in accordance with ***Appendix 1 - Checklist***. Missing information will result in a non-compliant submission and therefore will take no further part in the process.
    4. Only one Quotation submission is permitted from each potential supplier. In the event that more than one is submitted by a potential supplier, the one with the latest time of submission will be evaluated and the other(s) disregarded.
    5. The Quotation submission must be fully completed and signed by the potential supplier**.** All Quotations **must** be submitted by potential suppliers by the date and time detailed on page 1 above.
    6. Any submissions received after the deadline (based on the system clock) will not be considered. The only exceptions are responses to clarifications that may be sought from the potential supplier by the evaluation panel to bids submitted prior to the submission deadline.
    7. Potential suppliers should note that there is a maximum file upload size of 20mb per document and where you have a large number of documents or documents which are close to the 20mb file size limit, you **MUST** ensure you allow plenty of time for uploading of your submission prior to the deadline for ITT submissions.
    8. The Council accepts no liability for any losses suffered by the supplier as a result of computer viruses. It is the potential supplier’s responsibility to ensure that files submitted to the Council are free from viruses. The Council may reject a submission which is submitted in a file or files which are, or the Council reasonably suspects are infected with a virus and may also delete such file or files.
    9. It is the potential supplier’s responsibility to ensure that files delivered to the Council are complete and fully accessible by the Council and are not corrupted. The Council accepts no liability for corrupted files or data and may reject a Quotation submission which consists of or contains corrupted or inaccessible files.
    10. If and to the extent that the delivery of a Quotation submission to the Council is prevented or delayed as a result of problems with the Council’s server, the Assistant Director, Procurement and or their nominated representative will ensure the integrity of the procurement process and in his or her sole discretion may allow applications to be re-submitted.
    11. Documents submitted must be compatible with all Microsoft Office 2010 or Adobe Acrobat pdf packages. Note that drawings / graphs etc. submitted that cannot be read as determined by the Evaluation Team will be discounted. Note that the Council reserves the right to retain all and any of the information supplied to it by the potential supplier.
    12. Quotation documents should be named in the following format: **Number - Project Reference - Document Name- Supplier Name**

Furthermore, the following formatting styles must also be followed:

* it should be presented on size A4 paper;
* 11pt Arial, or equivalent must be used;
* All pages must be clearly numbered, including the total number (i.e. Page 1 of 10);
  1. **Confidentiality**

All information supplied by the Council in connection with this Quotation shall be regarded as confidential by the potential supplier (except that such information may as is necessary be disclosed for the purpose of obtaining guarantees and quotations necessary for the preparation of the submission).

* 1. **Data Protection**

Tenderers should note that following the award of the contract, the Council will determine any additional data protection provision that may be required, as well as considering the proposed processing of personal data and drafting the relevant agreements such as data sharing / data processing. The successful tenderer will be advised of the requirements as part of the contract mobilisation.

*We need to determine on what basis we will be transferring personal data to the* Provider*, i.e.*

1. *as a data processor, where the* Provider *will only be processing data on our instructions, e.g. where a* Provider *used the information provided by ourselves to produce specific reports for our benefit, at our request. This will be the more likely type of Agreement.*
2. *Where the arrangement is that of a data sharing agreement, i.e. the* Provider *becomes a data controller, where we share personal data to be used for the benefit of the* Provider*, legal advice will be required in relation to whether or not we can share data with third parties, and a separate Data Sharing Agreement will be required.*
3. *In some cases, the Provider may be a data processor for certain information and a data controller for some information. There may also be cases where the Provider and the Council are joint data controllers in relation to the personal data.*

**Part 2 – QUOTATION RESPONSE (please complete in FULL & return by the deadline above)**

1. **Company Information (for information)**

|  |  |
| --- | --- |
| Name of Organisation |  |
| Trading Name |  |
| Address of Registered Office | *Address 1* |
| *Address 2* |
| *Address 3* |
| *City/Town* |
| *Country* |
| Postcode |  |
| Company Registration No. *(if applicable)* |  |
| Date of Registration |  |
| Certificate of Incorporation, and all certificates of change of name issues by the Company Registrar  (Or include reasons if not applicable) | □ Yes  □ No |
| Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated in 2.8 above | □ Yes  □ No |
| Is the applicant a consortium joint venture or other arrangement? If so, please provide details of the constitution | □ Yes  □ No |
| Contact Name for enquiries about this application |  |
| Telephone Number |  |
| Email |  |

The Quotation Supplier must inform the Council if they are receiving funding to undertake similar or related activities to that required here. Please provide details in the table below:

|  |  |
| --- | --- |
| Funder |  |
| Funding Activities |  |
| Date |  |
| Period of Funding |  |

1. **Offer Details** 
   1. **BBC4SR Action Plan & The Real Living Wage (Pass / Fail)**

As part of the Birmingham Business Charter for Social Responsibility there is a requirement to pay employees servicing the Council’s contract the Real Living Wage, as defined by the Living Wage Foundation; [www.livingwage.org.uk](http://www.livingwage.org.uk)and the process and delivery management of this mandatory initiative must be included within your submitted Action Plan.

Details of the charter are shown in: <https://www.birmingham.gov.uk/info/50209/birmingham_business_charter_for_social_responsibility/1828/what_is_the_charter>

Are you willing to pay the living wage in accordance with the Council’s Living Wage Policy to all employees (other than an intern or apprentice) who will provide the service, involving 2 or more hours of work on any given day in a week, for 8 or more consecutive weeks in a year on:

* + Council premises; and/or
  + Property owned or occupied by the Council; and/or
  + Land which the Council is responsible for maintaining or on which it is required to work

□ Yes □ No

* + 1. **Offer Details (Pass / Fail)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Compliance with the Council’s requirements** - Please indicate by selecting either option **YES** or **NO,** that in the event you are awarded a contract if all goods and services supplied will or will not, unreservedly deliver in full, all the Council’s requirements/specification as set out in 1.3 above. | |  |  |  | | --- | --- | --- | |  |  | **Yes -** all goods/services supplied will | |  |  | unreservedly meet all the Council’s requirements set out in 1.3 above (Specification) | |  |  | **No - we** will not, or cannot supply | |  |  | Goods/services that meet all the Council’s requirements set out in 1.3 above (Specification) | |

Demonstrate how you will meet the Council’s requirements set out in 1.3 above. Your response should be limited to and focused on key component parts of the requirement. You should refrain from making generalised statements and providing information not relevant to the topic.

The Council shall rely on the information provided by the supplier prior to accepting the quotation. A material misrepresentation contained therein shall constitute a material breach of contract.

|  |
| --- |
| 1. Please outline how you will use your experience in working with the community to identify, engage and recruit potential barbershops, barbers and clients, in line with Section 2.4 above? Within your answer, please indicate how you will conduct introductory meetings and explain the programmes’ purpose and benefits.   *(One side of A4, weighted at 20%)* |
| 1. Please provide details of your approach to exploring the role of barbershops, and barbers in understanding mental health and wellbeing. Within your answer please include how you would use interviews and surveys to:  * Identify current practice in addressing client mental health and wellbeing * Understand clients' comfort levels in discussing mental health with barbers. * Determine support and training needs for both barbers and clients * Assess interest in joining a mental health-focussed barber network   *(One side of A4, weighted at 20%)* |

|  |
| --- |
| 1. Please outline how you will collect data to identify common themes, gaps and opportunities that will inform upon the readiness of barbershops to participate in Stage 2 of the programme.   *(One side of A4, weighted at 20%)* |
| 1. Please outline how you will assess logistical, financial and operational aspects of creating a barber network. Within your answer please include potential challenges, risks and mitigation strategies.   *(One side of A4, weighted at 20%)* |

|  |
| --- |
| 1. Please outline your approach to producing a video (or similar documentation) to highlight barber and client perspectives on mental health and wellbeing support.   *(One side of A4, weighted at 20%)* |

* 1. **Pricing Details**

The maximum funding available for this contract, for the duration of 12 months, is £15,000 (exc. VAT). The contract will be awarded for a 12 month period.

Please insert your proposed prices in the table below inclusive of all costs and discounts, but excluding VAT.

|  |  |
| --- | --- |
| **Step** | **Cost** |
| Recruitment and Engagement | £ |
| Training and Resources | £ |
| Data Collection and Analysis | £ |
| Video/other media production | £ |
| Miscellaneous Expenses | £ |
| **Total** | **£** |

* 1. **Quotation Supplier’s Offer Confirmation** 
     1. [*Name of Organisation*] confirm that we understand and accept that this offer is made in accordance with the Council’s Standard terms and conditions.
     2. [*Name of Organisation*] confirm that this quotation is on the basis as set out in this document and that it is not subject to any negotiation.
     3. If for any reason following the submission of our Quotation we seek to propose any changes to the Specification, Terms and Conditions or to put forward any proposal which conflicts and we do not withdraw that change following a written request to do so by the Council then we agree that the Council may determine not to evaluate our submission any further.
     4. I/We confirm that the insurances required in 2.8 will be provided under the Contract and I/We agree that if our offer is accepted that I/We agree to arrange, with the insurers the provision of a Statement to Birmingham City Council: -

* that valid Insurance is held in accordance with the requirements of Conditions of Contract;
* that all premiums due to the Insurer have been paid including instalment payments;
* that the Insurer agrees to give notice forthwith to Birmingham City Council of withdrawal or intention to withdraw insurance cover in connection with the project.
  + 1. This document is to be signed by such persons: -
* where the quotation supplier is an individual, by that individual;
* where the quotation supplier is a partnership, by one duly authorised partner;
* where the quotation supplier is a company by one director or by a director and the secretary of the Company, such persons being duly authorised for that purpose.

|  |  |
| --- | --- |
| Date |  |
| Signature(s) of Quotation Supplier |  |
| Address *(if different from Section 2.1)* |  |
| Telephone No. *(if different from Section 2.1)* |  |
| Email *(if different from Section 2.1)* |  |

***Thank you for taking the time to respond to this Quotation.***

**Part 3 – Data Protection**

**DATA PROTECTION CHECKLIST**

**All providers to complete the embedded Data Security Checklist.**

****

*“Birmingham City Council shall contact its Legal Services Team once the contract has been awarded, in order to determine any additional data protection provision that may be required, as well as considering the proposed processing of personal data and drafting the relevant agreements such as data sharing / data processing.”*

**Appendix 1**

**CHECKLIST**

Note that this **Appendix** must be returned with your submission.

The table below has been prepared in order to further support potential suppliers in submitting whole and compliant submissions. Please use this checklist to ensure that all relevant information **within each section** has been completed.

|  |  |  |  |
| --- | --- | --- | --- |
| **Section** | **Title of Section** | **Returned Yes** | **Returned**  **No** |
| Part 2 | Quotation Response |  |  |
| Part 3 | Data Security Checklist |  |  |

1. [Adult Psychiatric Morbidity in England - 2007, Results of a household survey - NHS England Digital](https://digital.nhs.uk/data-and-information/publications/statistical/adult-psychiatric-morbidity-survey/adult-psychiatric-morbidity-in-england-2007-results-of-a-household-survey) [↑](#footnote-ref-1)
2. [[ARCHIVED CONTENT] UK Government Web Archive - The National Archives](https://webarchive.nationalarchives.gov.uk/ukgwa/20180328140249/http:/digital.nhs.uk/catalogue/PUB21748) [↑](#footnote-ref-2)
3. [Mental Health and Wellbeing JSNA | Fingertips | Department of Health and Social Care (phe.org.uk)](https://fingertips.phe.org.uk/profile-group/mental-health/profile/mh-jsna/data#page/3/gid/1938132922/pat/6/par/E12000005/ati/201/are/E08000025/iid/93495/age/164/sex/4/cat/-1/ctp/-1/yrr/1/cid/4/tbm/1/page-options/car-do-0) [↑](#footnote-ref-3)
4. Suicide is the biggest cause of death in men under the age of 50 and around three quarters of deaths from suicides each year are in men [↑](#footnote-ref-4)
5. MIND (2020) ‘Get it off your chest, Men’s mental health 10 years on’, Online, <https://www.mind.org.uk/media/6771/get-it-off-your-chest_a4_final.pdf> [↑](#footnote-ref-5)
6. Wicks, B. (2016) ‘British men more likely to discuss mental health issues with their barbers than their doctors’, The Bluebeards Revenge, Online. British men more likely to discuss mental health issues with their barbers than their doctors - The Bluebeards Revenge (bluebeards-revenge.co.uk) [↑](#footnote-ref-6)
7. Mind in Bexley. (Nd) Bexley barbershop project. <https://mindinbexley.org.uk/barbershopproject/#:~:text=Funded%20by%20Bexley%20Council's%20Public,barber%20than%20with%20their%20GP> [↑](#footnote-ref-7)
8. SACMA Health and Social Care. (2023). Black barbers project. <https://sacmha.org.uk/services/black-barbers-project/> [↑](#footnote-ref-8)
9. Islington Council. (2024). Young Black Men and Mental Health Programme – The Barbers Round Chair Project. <https://www.islington.gov.uk/social-care-and-health/health-services-in-islington/mental-health/young-black-men-and--mental-health-programme> [↑](#footnote-ref-9)